

## ABSTRACT OF THE DISCLOSURE

In order to provide a personal taste profile information gathering apparatus capable of gathering information to be used to ascertain a viewer's personal tastes with a high degree of efficiency without disrupting the viewer's concentration on the media entertainment, a personal taste profile information gathering apparatus 1 that gathers information related to the personal tastes of a viewer viewing a specific type of medium comprises a means for operation G having an operation unit operated by the viewer through a single action and a means for personal taste profile information recording A at which information related to the medium being viewed by the viewer when he operates the means for operation is recorded.